

What is claimed is:

1. A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating customer analysis information on the basis of personal information of said user inputted from said terminal apparatus and program viewing log information about a program viewed by said user on said terminal apparatus;

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user on the basis of the generated customer analysis information;

providing said generated customer analysis information to an advertiser who practices an advertising campaign to said terminal apparatus; and

in response to the provision of said customer analysis information to said advertiser, collecting the expenses, in a predetermined amount, for the provision of said customer analysis information from said advertiser.

2. A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated

by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide obtained by inserting an advertisement program into said second electronic program guide;

in response to a command issued by said user from said terminal apparatus via the Internet, transmitting one of said second electronic program guide and said third electronic program guide; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the reception of said second electronic program guide.

3. A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

setting preset recording of a program listed in

said second electronic program guide to said terminal apparatus via the Internet; and

in accordance with the setting of preset recording of said program, collecting preset recording setting expenses in a predetermined amount from said user.

4. A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide obtained by inserting an advertisement program into the generated second electronic program guide;

in response to a command issued by said user from said terminal apparatus via the Internet, setting preset recording of a program listed in one of said second electronic program guide and said third electronic program guide; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of

preset recording of said program listed in said second electronic program guide.

5. A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user,

said user setting via the Internet the preset recording of a program listed in said electronic program guide from said mobile terminal to a remote terminal apparatus; and

said server, in response to the setting of preset recording of said program, collecting a predetermined preset recording setting fee from said user.

6. A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user, said server

generating a second electronic program guide by inserting an advertisement program into a first electronic program guide;

in response to a command issued by said user from said mobile terminal apparatus via the Internet, setting the preset recording of a program listed in one of said first electronic program guide and said second electronic

program guide to a terminal apparatus; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said first electronic program guide.

7. A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide by inserting an advertisement program into said generated second electronic program guide;

in response to a command issued by said user from said mobile terminal apparatus via the Internet, setting the preset recording of a program listed in one of said second electronic program guide and said third electronic program guide to a terminal apparatus; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance

with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said second electronic program guide.

8. A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

in response to displaying an address indicative of a location on the Internet of program-associated information, which is information associated with a program listed in said electronic program guide, collecting a predetermined address placement fee from an advertiser who provides said program-associated information and practices an advertisement campaign to said terminal apparatus.

9. A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating customer analysis information on the basis of personal information of said user inputted from said terminal apparatus and program viewing log information about a program viewed by said user on said

terminal apparatus;

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user on the basis of the generated customer analysis information;

providing said generated customer analysis information to an advertiser who practices an advertising campaign to said terminal apparatus; and

in response to the provision of said customer analysis information to said advertiser, collecting the expenses, in a predetermined amount, for the provision of said customer analysis information from said advertiser.

10. A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide obtained by inserting an advertisement program into said second electronic program guide;

in response to a command issued by said user from said terminal apparatus via the Internet, transmitting

one of said second electronic program guide and said third electronic program guide; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the reception of said second electronic program guide.

11. A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

setting preset recording of a program listed in said second electronic program guide to said terminal apparatus via the Internet; and

in accordance with the setting of preset recording of said program, collecting preset recording setting expenses in a predetermined amount from said user.

12. A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server



generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide obtained by inserting an advertisement program into the generated second electronic program guide;

in response to a command issued by said user from said terminal apparatus via the Internet, setting preset recording of a program listed in one of said second electronic program guide and said third electronic program guide; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said second electronic program guide.

13. A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user,

said user setting via the Internet the preset recording of a program listed in said electronic program guide from said mobile terminal to a remote terminal

apparatus; and

said server, in response to the setting of preset recording of said program, collecting a predetermined preset recording setting fee from said user.

14. A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user, said server

generating a second electronic program guide by inserting an advertisement program into a first electronic program guide;

in response to a command issued by said user from said mobile terminal apparatus via the Internet, setting the preset recording of a program listed in one of said first electronic program guide and said second electronic program guide to a terminal apparatus; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said first electronic program guide.

15. A server operational expenses collecting apparatus for a server which transmits via the Internet

an electronic program guide to a mobile terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide by inserting an advertisement program into said generated second electronic program guide;

in response to a command issued by said user from said mobile terminal apparatus via the Internet, setting the preset recording of a program listed in one of said second electronic program guide and said third electronic program guide to a terminal apparatus; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said second electronic program guide.

16. A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

in response to displaying an address indicative of

